

To: Julie Du Brow[jdubrow@santamonicabay.org]
Cc: Tom Ford[tford@santamonicabay.org]; Martin, Molly[Martin.Molly@epa.gov]
From: Yelensky, Erica
Sent: Mon 5/15/2017 6:15:36 PM
Subject: RE: SM Beach Restoration MEDIA

Julie,

Thanks for sharing this. Excited to see that you received so much positive coverage. I will share this with our office.

Best,

Erica

Disclaimer: This message was written with voice activated software. It may contain errors. Some of them might be interesting. Observe the context and the meaning will, hopefully, be obvious.

Erica Yelensky
Direct: (415) 972-3021
Watersheds Office
U.S. EPA Region 9, Water Division
75 Hawthorne Street
San Francisco, CA 94105
<http://www2.epa.gov/sfbay-delta/sf-bay-water-quality-improvement-fund>

I use speech recognition software. Please excuse random word choices.

From: Julie Du Brow [mailto:jdubrow@santamonicabay.org]
Sent: Friday, May 12, 2017 12:11 PM
To: Yelensky, Erica <Yelensky.Erica@epa.gov>
Cc: Tom Ford <tford@santamonicabay.org>; Martin, Molly <Martin.Molly@epa.gov>
Subject: SM Beach Restoration MEDIA

Hello Erica, and Molly,

Good to meet you, Erica! As I now have your information, I thought I'd share a media wrap-up with you on our successful week with the Santa Monica Beach Restoration Pilot Project. You can always see ongoing media posted on our IN THE NEWS page, but as an intro:

Los Angeles Times (appeared on front page of the printed paper's California section) - 5/10/17:

<http://www.latimes.com/local/lanow/la-me-ln-santa-monica-beach-20170510-story.html>

KCET blogs "Earth Focus" (science writer about our project, strong piece) - 5/9/17:

<https://www.kcet.org/shows/earth-focus/rewilding-santa-monicas-thoroughly-artificial-beach>

KPCC 89.3 FM (NPR station) - 5/9/17:

<http://www.scpr.org/news/2017/05/09/71625/re-wilding-a-santa-monica-beach-to-protect-against/>

Ventura County Star (about the plover, but extensively quoted Melodie Grubbs/TBF) - 5/9/17:

<http://www.vcstar.com/story/news/special-reports/outdoors/2017/05/08/small-threatened-shorebird-makes-comeback/101452448/>

Santa Monica Daily Press - 5/11/17:

<http://smdp.com/santa-monica-beach-goes-wild/160906>

Daily Breeze (quoted Tom twice...story primarily about plovers) - 5/10/17:

<http://www.dailybreeze.com/environment-and-nature/20170509/rare-snowy-plovers-return-to-nest-lay-eggs-on-popular-la-county-beaches>

Also there were three TV crews that attended, producing these evening news segments:

KNBC-TV ran an excellent :45 second piece on 5/9/17 at 4:57pm.

KCAL-TV ran a good 1:00 min. piece on 5/9/17 at 8:47pm.

KSCI-TV News show (in Mandarin) ran a thorough 2:00 min. piece on 5/9/17 around 5:20pm.

You can see these at https://www.dropbox.com/sh/0ypb41toh2lvnjin/AAAr2Zgi_hF-04o1Ks8AzUD8a?dl=0 (too big to email).

Last, CalCoast WAVE published about the event / project today (5/12/17), I will forward newsletter under separate cover.

I think that about does it. Please contact me with any questions.

Thank you,

Julie Du Brow

Communications Director

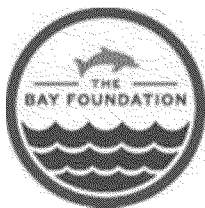
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